



# NEWS RELEASE

## COUNTY OF LOS ANGELES

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### Supervisor Hilda Solis & Board Present 8th Annual Green Leadership Awards, April 26

**Honorees Include Eco-Leadership Program, Women in Green, Water Conservation & Partnership with the Dodgers**



**LOS ANGELES** - Supervisor Hilda Solis, Chair of the Board of Supervisors, and members of the Board will present the Eighth Annual Green Leadership Awards (GLA) during its weekly meeting on Tuesday, April 26, 2016. "We are recognizing outstanding individuals and businesses, who are dedicated to environmental sustainability and protecting our natural resources," said Supervisor Solis.

The GLA honors will be handed out at 9:30 a.m. in the Board Hearing Room 381-B, Kenneth Hahn Hall of Administration, 500 W. Temple St., downtown Los Angeles.

#### The 2016 Green Leadership Honorees are:

- **CHAIR AWARD:** Jonathan Parfrey, *Founder and Executive Director, Climate Resolve, and Co-Founder of CicLAvia*
- **BUSINESS:** Three Squares Inc. – *Women in Green Forum*
- **PUBLIC AGENCY:** Metropolitan Water District of Southern California – *Rebates for Turf Removal and Water Conservation*
- **NON-PROFIT:** Grades of Green – *Eco-Leadership Program*
- **LOS ANGELES COUNTY:** Department of Public Works/The Dodgers – *Strike Out Landfill Waste*

"The Green Leadership Awards were established by the Board in 2008 to promote citizen involvement in energy and water conservation and strategies designed to foster best practices in environmental sustainability," said Supervisor Solis. Award recipients range from a non-profit dedicated to growing a new generation of environmental protection leaders to a creative partnership with the Dodgers and Little League baseball teams to promote recycling.

Additional honorees include a regional public agency finding creative and effective ways to reduce water consumption, and a women-owned business in Santa Monica, which created an innovative forum and network, where women are encouraged to pursue careers in environmental sustainability.

The County honors these leaders in both the private and public sectors as part of its annual observance of Earth Week.

The Chair's Green Leadership Award recipient was selected for the following accomplishments:

**Mr. Jonathan Parfrey**  
***Founder and Executive Director***  
***Climate Resolve***

Jonathan Parfrey has aggressively promoted a more livable environment in Southern California in multiple capacities. He is the Founder and Executive Director of Climate Resolve, a Los Angeles-based nonprofit dedicated to inspiring people at home, at work and in government to reduce greenhouse gas pollution.

A Co-Founder of CicLAvia – the popular, no-vehicle street event – Parfrey is a dedicated environmentalist with an impressive track record in the areas of sustainability, climate change and hazardous waste disposal. He is a member of the L.A. County Bicycle Coalition, and the L.A. Environmental Executives Roundtable. Parfrey previously served as a director of the GREEN LA Coalition, the Governor's Environmental Policy Team and the Statewide Radioactive Waste Disposal Advisory Committee.

Mr. Parfrey is the father of four children and two grandchildren is married to Nancy Cohen. He spends his leisure time bike riding and hiking with family and friends; and is deserving of public recognition for his ongoing commitment to environmental sustainability.

Los Angeles County Green Leadership award winners were selected for the following accomplishments:

**Business Category – Three Squares Inc.**  
***Women in Green Forum***

The Women in Green Forum was started six years ago with an innovative mission - to encourage women to enter the environmental industry, and to recognize outstanding achievers in the field by honoring sustainability trailblazers.

Three Squares Inc., a women-owned, Santa Monica-based environmental consulting firm, created the annual conference to educate and motivate future leaders. The forum is responsible for developing a lasting community of dedicated sustainability professionals in the Los Angeles area. The forum was the first event in the U.S. to achieve compliance with ISO 20121 Event Sustainability Management System, winning the IMEX Green Meeting award in Germany for this achievement.

The County of Los Angeles Board of Supervisors recognizes Women in Green Forum and Three Squares Inc. for its stellar environmental protection efforts.

**Public Agency Category – Metropolitan Water District of Southern California**  
***Rebates for Turf Removal and Water Conservation***

More than 50 million square feet of residential and commercial turf has been converted to native and drought-resistant landscaping as part of the "Rebates for Turf Removal and Water Conservation" program, sponsored by the Metropolitan Water District (MWD) of Southern California. More than 15,000 County residents, businesses and schools have received the rebates, an innovative effort to address the widespread impact of the state's worst drought in more than 100 years.

MWD realized that only an aggressive effort would lead to change in the water-use habits of the general public. The district put together a multimedia, multilingual (English, Spanish, Chinese, Korean and Vietnamese) campaign, which so far has resulted in a daily savings of 21 million gallons of water.

The success of the program reinforces Los Angeles County as the nationwide leader in environmental protection and sustainable practices.

**Non-Profit Category – Grades of Green  
*Eco-Leadership Program***

The Youth Corps Eco-Leadership Program is one of three initiatives developed by Grades of Green Inc. to inspire and empower students to care for and protect the environment, all while developing important leadership skills.

This program is open to second through 12<sup>th</sup> grade students, who create and implement Grades of Green projects at their schools or in their communities. They participate in meetings, environmental and leadership training, attend community events, and receive one-on-one support from teachers and mentors.

Youth Corps students develop life-long environmental protection habits, and influence their peers, educators, parents and relatives to do their part to create a healthier environment for the future.

**L.A. County Department – Department of Public Works  
*Strike Out Landfill Waste***

Strike Out Landfill Waste is a comprehensive effort by Public Works to educate residents, especially young people, on the importance of recycling beverage containers as a way to reduce trash sent to landfills.

Partnering with the Los Angeles Dodgers, the Dodgers Foundation, CalRecycle, iHeartMedia and Coca-Cola, the campaign included multimedia, bilingual public service announcements featuring former pitchers Orel Hershiser and Fernando Valenzuela.

Local Little League teams competed against one another in a “Rebuilding Baseball in Inner Cities (RBI) Recycling Challenge to attend a Dodgers game. The Little League Dodgers at Roosevelt Park won the title of Top Team, and 7-year-old Daniel Gutierrez, top recycler, threw out the first pitch.

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The County’s Green Leadership Awards Committee, which consists of subject matter experts from the Departments of Internal Services – Office of Sustainability, Public Works, Regional Planning, Public Health and the Chief Executive Office, reviews and evaluates all entries.

For more information on the GLA program, contact Victoria Pipkin-Lane at (213) 974-1361, [vpipkin@ceo.lacounty.gov](mailto:vpipkin@ceo.lacounty.gov) or Mary Savinar at (213) 974-1390, [msavinar@ceo.lacounty.gov](mailto:msavinar@ceo.lacounty.gov).